TAXI COMPLETE: Multiple use cases for a new industry "UPC code"

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KANTAR MEDIA

SMPTE

Ad-ID

cimm coalition for innovative media measurement

EIDR

“If you can’t identify it, you can’t operationalize or measure it; if you can't measure it, you can't monetize it.”

Clyde Smith
Recently retired as Senior Vice President Advanced Technology
Fox Network Engineering and Operations

Ad-ID is an Ingredient Underpinning Innovation

Ad-ID Stats as of January 3, 2019

Number of Ad-ID codes served:	3,068,492
Number of Advertisers that have used Ad-ID:	4,232
Number of Agencies using Ad-ID:	873
Number of 501c3 charities benefiting from free Ad-ID codes:	348

- Ad-ID is an ingredient of ATSC 3.0
  - Service Usage Reporting (A/333)
  - Content Recovery in Redistribution (A/336)
- Ad-ID is an ingredient of TAXI
- Ad-ID is an ingredient of the WideOrbit system
- Ad-ID is an ingredient of VAST 4.1
- Ad-ID is an ingredient of Ad Clouds
- Ad-ID is an ingredient of Addressable advertising

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Ad-ID Prefixes are Now FREE

Annual Account Spend	Internet Display Price Per Code[2]	All Other Media Types Price Per Code
$0–$18,000	$5	$30
$18,001–$25,000	$5	$5
$25,000+	$0	$0*

(annual maximum of $25,000)

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Ad-ID's FREE open standard API that facilitates the retrieval of Ad-ID metadata.

Announced in 2016
Now used by 15 companies

Over 1,000,000 API calls since 2016

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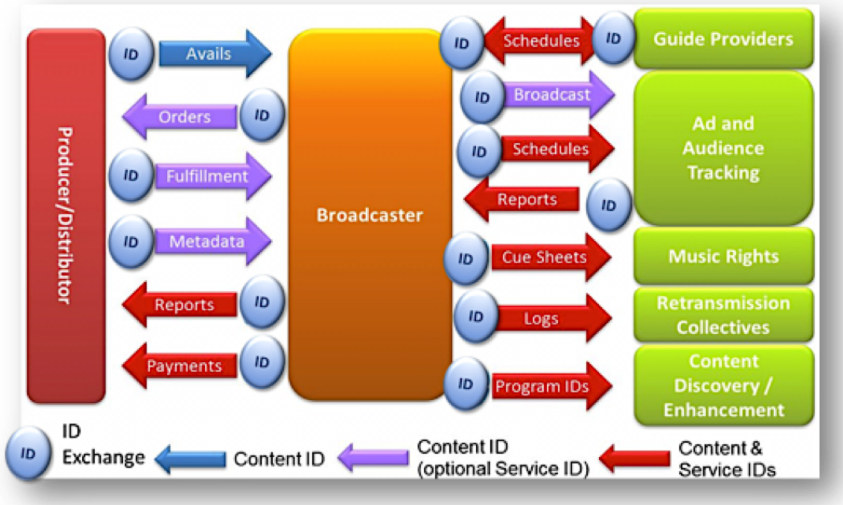
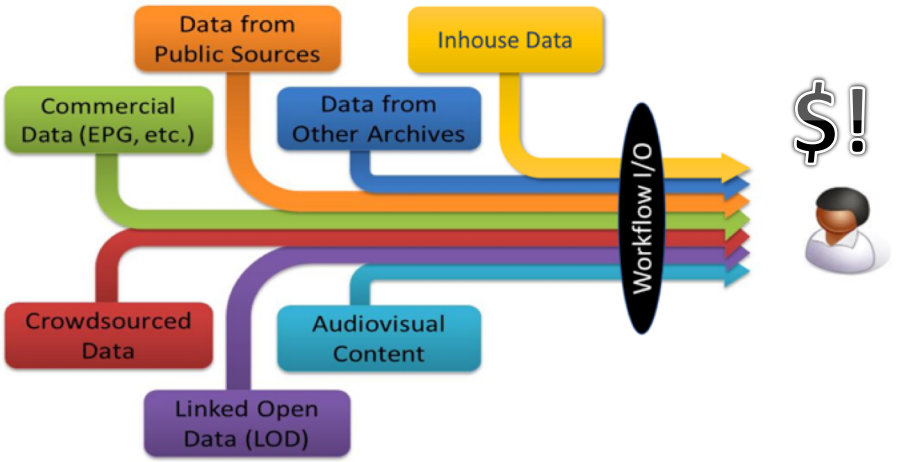
The Problem



Traditionally, different M&E organizations use different IDs



Resulting in a high number of IDs to process and match

(examples, BBC, A+E, Google Play, Viacom)

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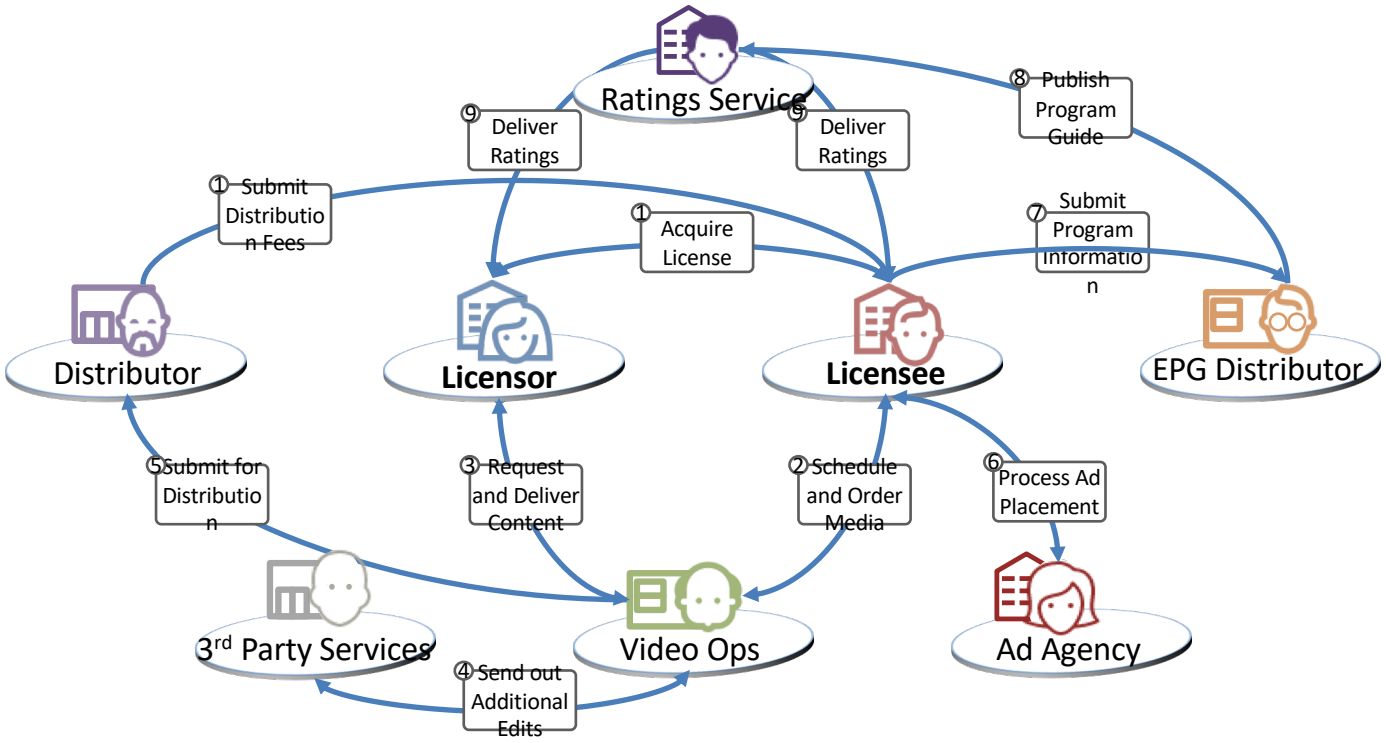
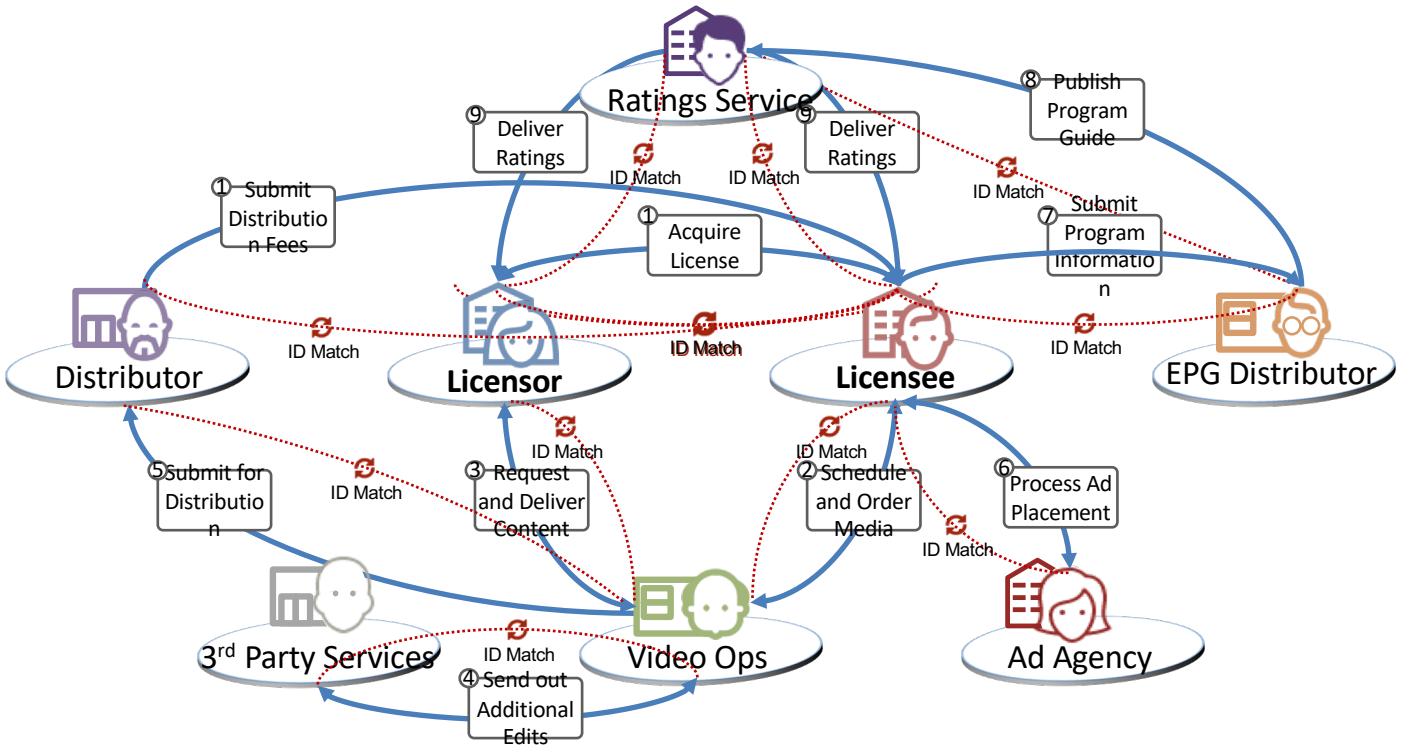
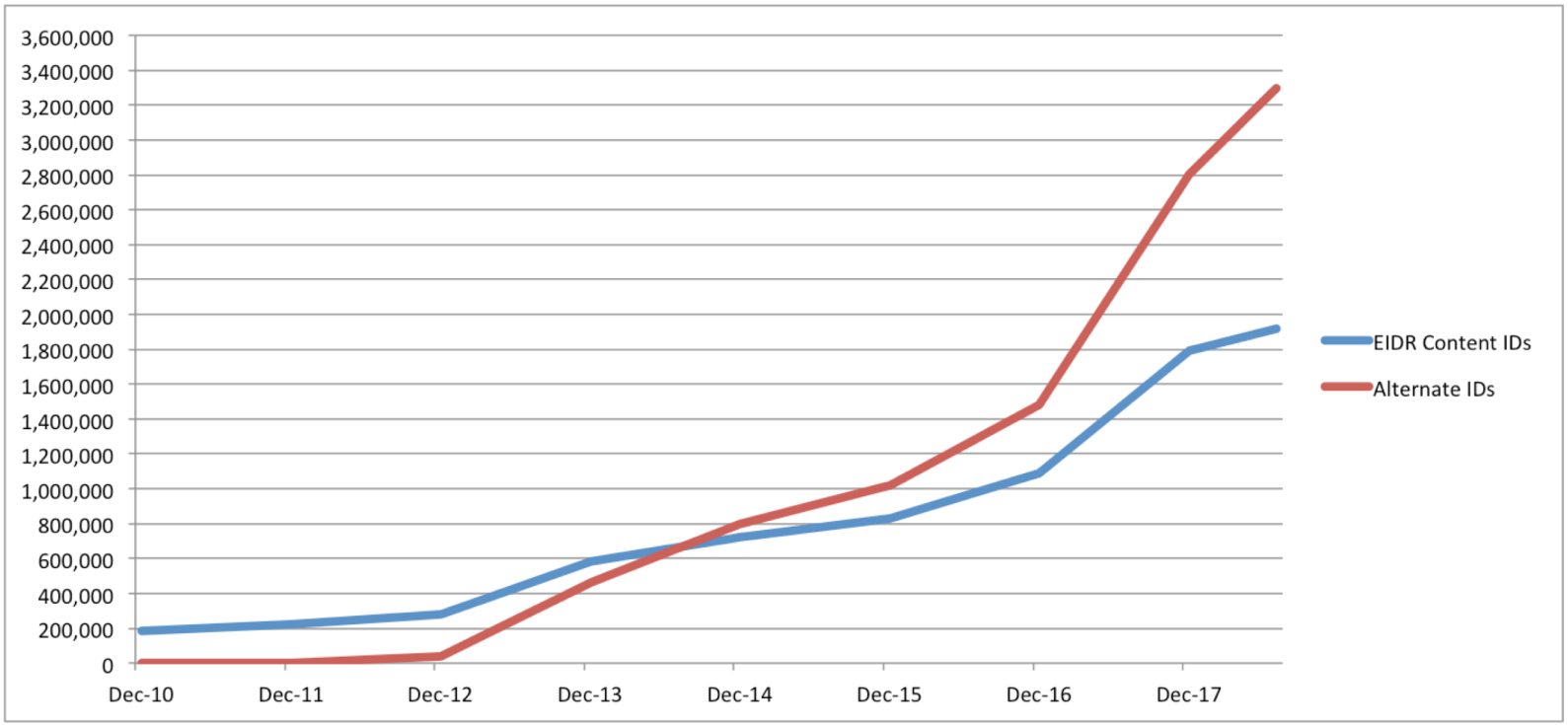
Onboarding Broadcast Content



The Negative Network Effect



Rapid Growth in 2015-2018 and Beyond



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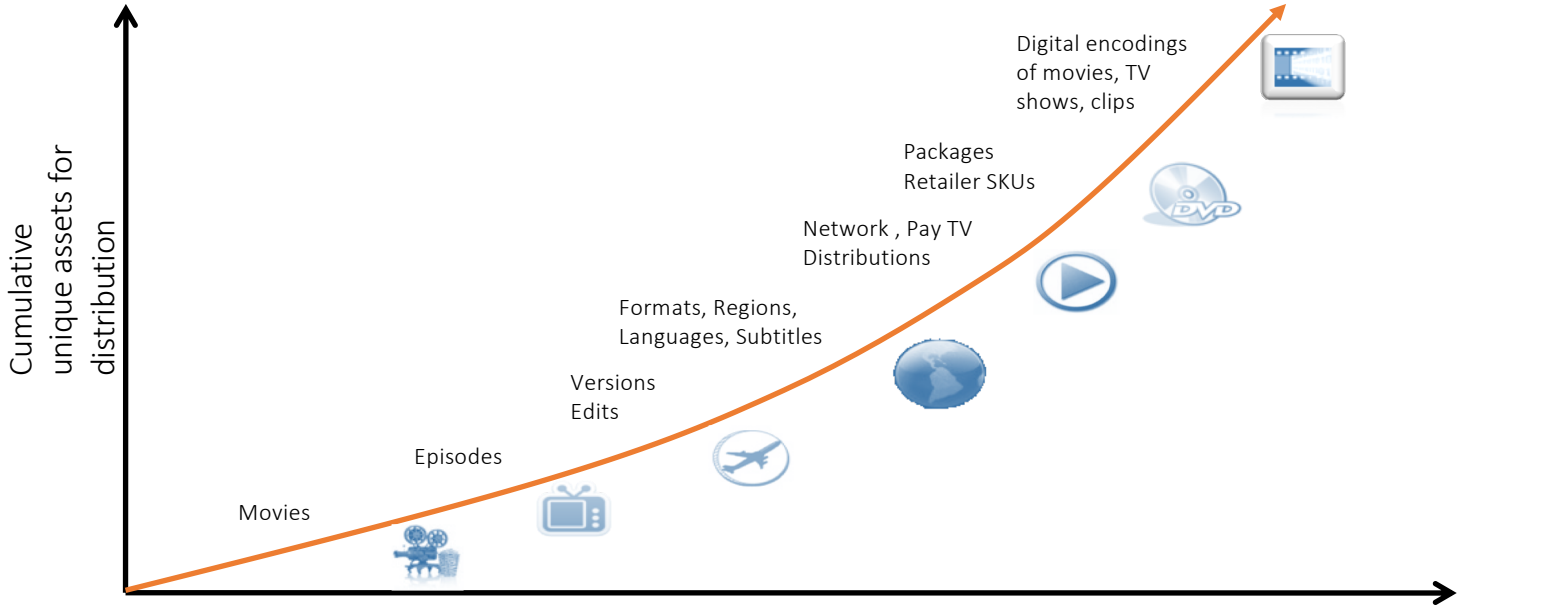
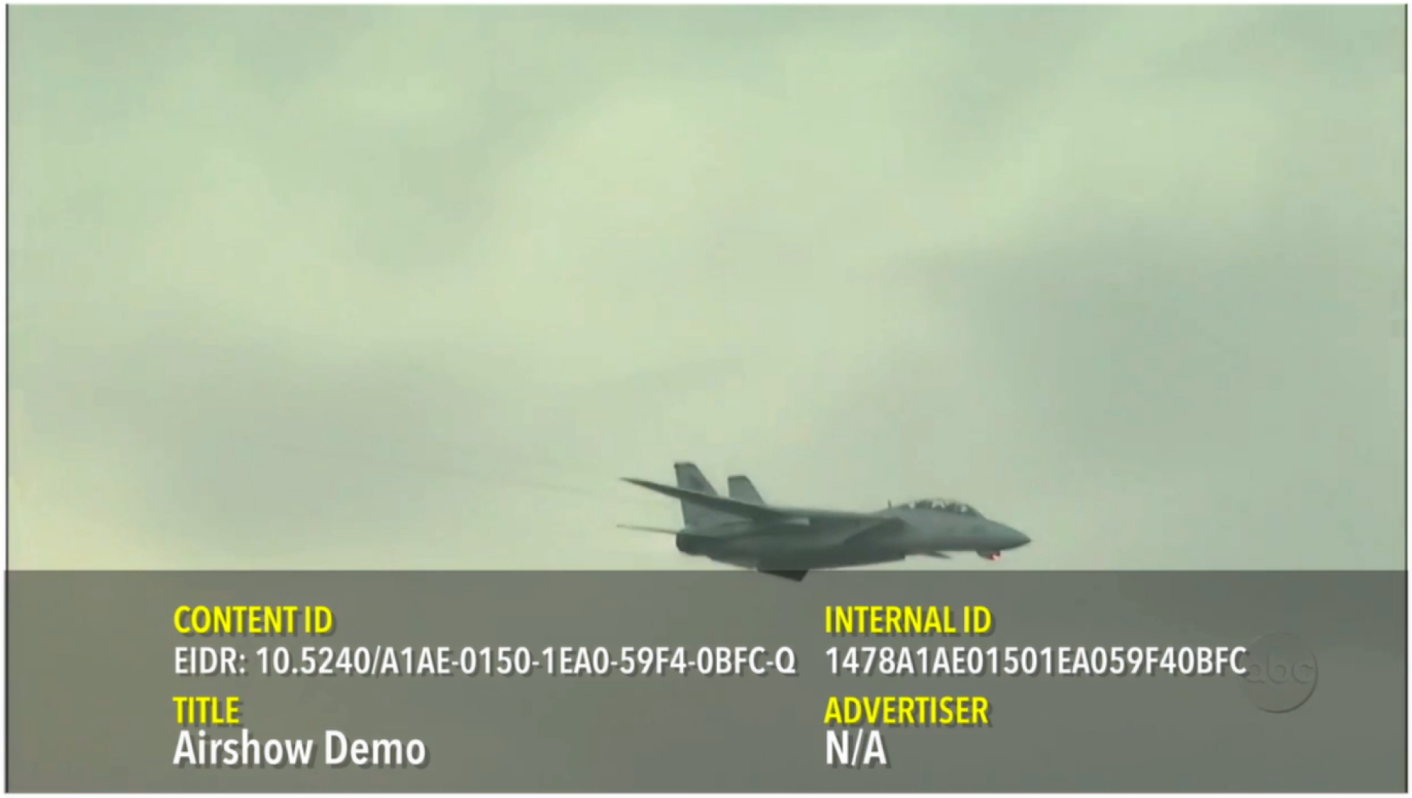
However… Titles, Versions, & Encodings Continue growth



Digital technology + new formats + new devices have caused the number of unique assets to explode



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KAM ID

Type	Content ID	Device time
EIDR	1478a1ae01501ea059f40bfc	13:33:57
EIDR	1478a1ae01501ea059f40bfc	13:34:02
EIDR	1478a1ae01501ea059f40bfc	13:34:07
EIDR	1478a1ae01501ea059f40bfc	13:34:12
EIDR	1478a1ae01501ea059f40bfc	13:34:16

KAM TL

Slot	Channel ID	Timestamp	Device time
>> Log: /storage/emulated/0/KamDetector/Log/KAM_TL/Kar			
>>	Content not marked		13:33:00
Slot 1	665544	14/12 11:46:58	13:33:06
Slot 1	665544	14/12 11:47:26	13:33:33
Slot 1	665544	14/12 11:47:53	13:34:00

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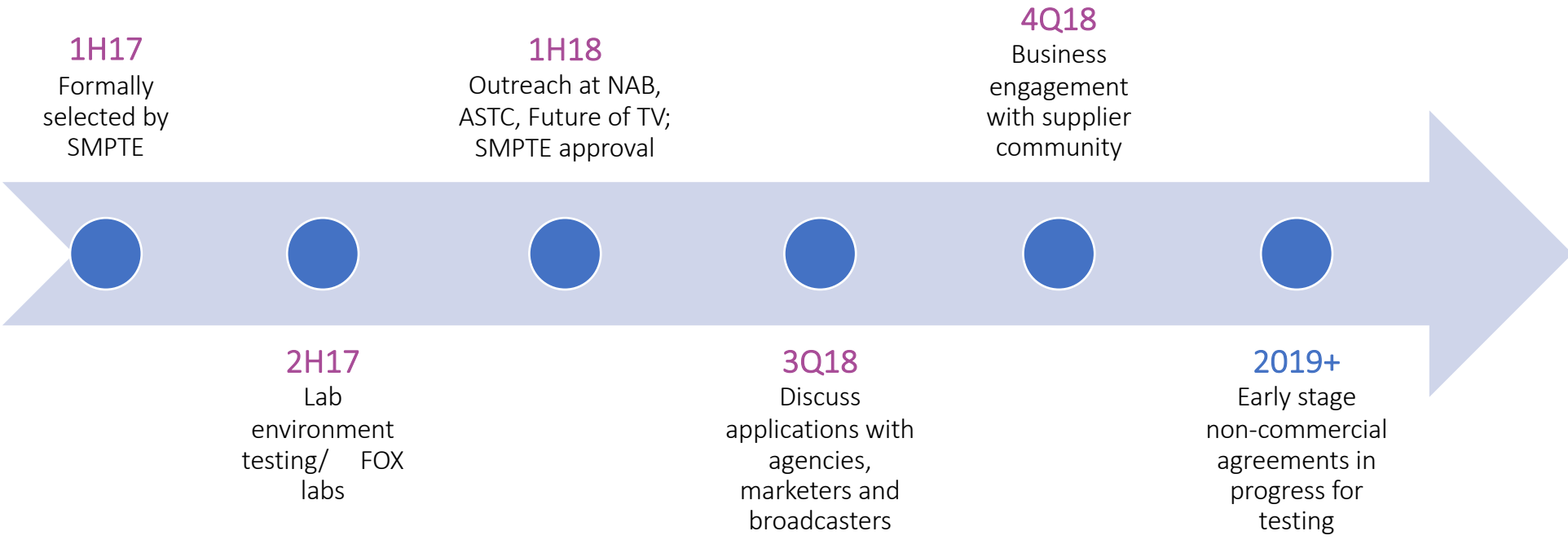
Key Milestones –TAXI Complete Go-to-Market



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Kantar Media Audio Watermarking Technology Broadly Adopted

Channel-in-a-box

- evertz
- grass valley
- amagi
- pebble beach systems
- harmonic
- Snell Advanced Media

Transcoding solution

- telestream
- Cateme
- MINNETONKA
- harmonic

Monitoring solution

- anyware video
- witbe Quality of Experience
- mediaproxy

Live hardware audio watermark embedder

- AXON

Currently in touch with broadcast manufacturers to discuss how-to port our OBID/OBID-TLC libraries into broadcast-grade hardware and software solutions.

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Deepen the Story

- ADVERTISER: Durex
- **Where:** UK
- **Who:** Havas / Durex campaign for RB
- **What:** Users experience **another side of the narrative** if they use the mobile app when the ad is airing on TV or on YouTube.
- The 2nd-Screen app reveals synchronous behind-closed-doors video (via the less-regulated internet)
- **Why:** To promote the brand's first dedicated **e-commerce site** and to encourage people to be more confident about **experimenting with Durex products**.

"There is **huge further potential in this technology** and we expect that other brands will follow Durex's lead in tapping into it.," *say RB, Durex's owner*

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Getting Started with TAXI Complete

1.

Register content with EIDR

Require ads include Ad-ID

2.

Embed Once: Enable Multiple Applications

3.

Contact Kantar Media

- Workshops & Pilot Tests
- ATSC 3.0 Trial

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Learn More!

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